Section A – Directed Response

The Pembroke in Cape Town, South Africa sits majestically overlooking the resplendent ocean and grandiose Table Mountain. If you are looking for luxury and relaxation, Pembroke delivers with its impressive amenities that compliment the natural scenery.

Have you ever wanted to have a private chef cook you a gourmet meal of filet mignon, escargot, and rosemary roasted potatoes? Does a stroll around the bustling city filled with bistros, shops, and scenic delights sound appealing?

After experiencing Pembroke for over a month, my wife and I were reluctant to leave. We loved its luxurious, but quaint suite with all the comforts of a five-star hotel. From the 1500 count sheets to the state-of-the-art technology, Pembroke was a true sanctuary.

The staff were attentive to our every need and even delivered chocolates and flowers to our apartment each morning. They provided service to and from the airport in a stretch limousine, offering us sparkling champagne and hors d'oeuvres.

We spent one evening entertaining six guests and had dinner seated around the spectacular glass dining table. The touch lighting, tea lights, and soft music streaming from the surround sound system created an atmosphere as enchanting as a magic spell.

Section B – Comparative Commentary

Text A and Text B both describe the Pembroke in Cape Town, South Africa and provide details regarding this renowned apartment. While Text A is an advertisement particularly targeted to an audience of potential customers looking to vacation in luxury apartments abroad, Text B is a review intended to persuade those with disposable income to book the Pembroke and enjoy its many amenities. Both Text A and B are written in a persuasive, informal tone with similar intentions of appealing to their audiences' desire for luxury, relaxation, and escape.

Text A is told using both first and second person, with some sentences using "we" to indicate the services offered and others referencing "you" to emphasize the customer's experience. Text B, however, relies primarily on first person due to the nature of it being a first-person account of the writer's experience. The writer for Text A begins the advertisement with a series of one sentence paragraphs, most of which are periodic sentences. These sentences create the effect of placing the audience directly in the midst of luxury and natural beauty. This persuasive technique allows for potential customers to visualize the "bistros, gourmet restaurants, popular and designer shopping" that surround Pembroke in order to ultimately lure patrons to their business. The writer of Text B also writes several short, descriptive paragraphs, but begins the review with a declarative sentence that includes visual imagery of the natural surroundings. This appeals to those who are not only looking for the luxury of an apartment, but also the beauty of the natural world.

The writer for Text A includes several examples of personification; for instance, they describe the Pembroke as "rubbing shoulders with two of the world's leading hotels" as a way to

emphasize its prominence. Similarly, the writer for Text B also personifies the hotel as “sit[ting]” and “majestically overlooking” the ocean and mountains. This personification serves to characterize the apartment as a regal entity offering all the splendor of royalty. Both texts also contain vivid imagery of the natural surroundings with an emphasis on the ocean, sun, mountains and is followed by description of the interior of the apartment. The latter part of Text A focuses on the interior of the suite emphasizing its luxury. Similarly, the writer for Text B correlates the luxury of the suite including the “1500 count sheets to the state-of-the-art technology” to a sanctuary, thereby drawing the audience’s attention to the overall positive experience of the stay. Finally, both texts include similes to compare the apartment to something magical. Text A references the lights of the marina shining “like stars” whereas Text B references the atmosphere as “enchanting as a magical spell.” Both of these similes mirror one another in that they both attempt to describe staying at the Pembroke as an otherworldly, spellbinding experience.

Finally, the use of positively connotated diction in both texts underscores the magnificence of the Pembroke. Text A includes regal diction such as “majesty” and “king” and “regal” to lure the audience into associating the comforts of the Pembroke to the luxuries of royalty. Text B also includes positively connotated diction, but focuses on more concrete diction such as the description of the actual food, the limousine, and the sheets. These details allow the reader to get a sense of the tangible objects they will experience at the Pembroke, which ultimately serves to persuade them to book a stay.